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# BIJOUX BEGINNING

Designer Netra Jain debuts a new label, Runway Ritual, which offers statement jewellery, scarves and more

**D**ELHI-BASED NETRA Jain recently unveiled her statement jewellery label Runway Ritual, after working on it throughout the lockdown last year.

Her well-crafted trinkets are made by over 300 artisans based out of Delhi and Uttar Pradesh. "While deciding the look and ethos of the brand, I knew I wanted to engage with local artisans. I wanted to use their traditional expertise with my knowledge of modern jewellery," says Netra, a graduate in accessory design from National Institute of



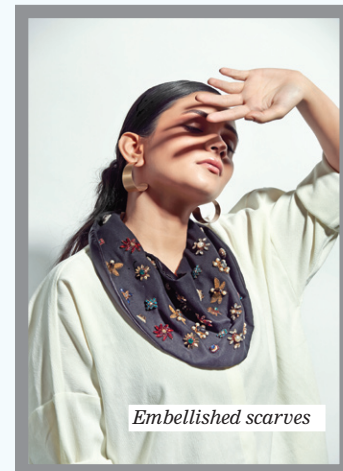
Fly Me To The Moon Earrings

name, for instance, rendered in gold-plated finish.

One must also look out for the embellished scarves from their repertoire. Made from fabrics like faux suede and satin, they indeed offer a luxurious feel. These hand-crafted scarves are perfect for parties as they are detailed with *zardosi* embroidery and boast a subtle hint of shimmer from Swarovski crystals.

Fashion Technology.

She helms the label with her husband, Varun Jain, and is quite knowledgeable about the trends as she has earlier worked with labels like Accessorize, Aldo, Anthropologie, and Ann Taylor. When we look at her *Party Edit* collection, we like the sophistication finish of these pieces. Her earrings are quirky without being over-the-top. For instance, the *Luna Seed Hoop Earring*, set in matte gold offers just a subtle element of bling. While *Fly Me To The Moon* is a pair of oversized dragonfly earrings, for those days when you want to step out in style wearing monochrome, with just one statement piece that could be a conversation starter. What they are also coming up with is a dedicated repertoire of DIY charm jewellery, where she will offer neckpieces, starting with the first letter of your



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Shimmer, shimmer!

Luna Seed Hoops

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